EXPERT HYPNOTHERAPIST TRAINING

How to Make facebook Videos that Attract Hypnotherapy Clients



How do you make Facebook Videos that Attract Hypnotherapy Clients?

Where do you start?

In this book, I'll share;

- What to say to cause people to want to hear your message, understand it and take action on it.
- How to plan your 6 figures over the year and
- How to make offer that people really want to buy.

The world has become so integrated with social media, that it's nearly impossible to go anywhere without someone talking about it.

It's not just the worlds top marketers who get results with social media. It's us, my team and even our students.

People are ready to respond to you through social media. And more so, they expect to.

This is Angela, one of our students, who implement our FB Video Strategy to double her group Membership in three days.

Ange Brads
1 hr · Add Topics

MY STORY OF Scott AND Phillip Lawrence...

This bar is the closest I can get to a quiet place in Melbourne City right now. I need to say this...

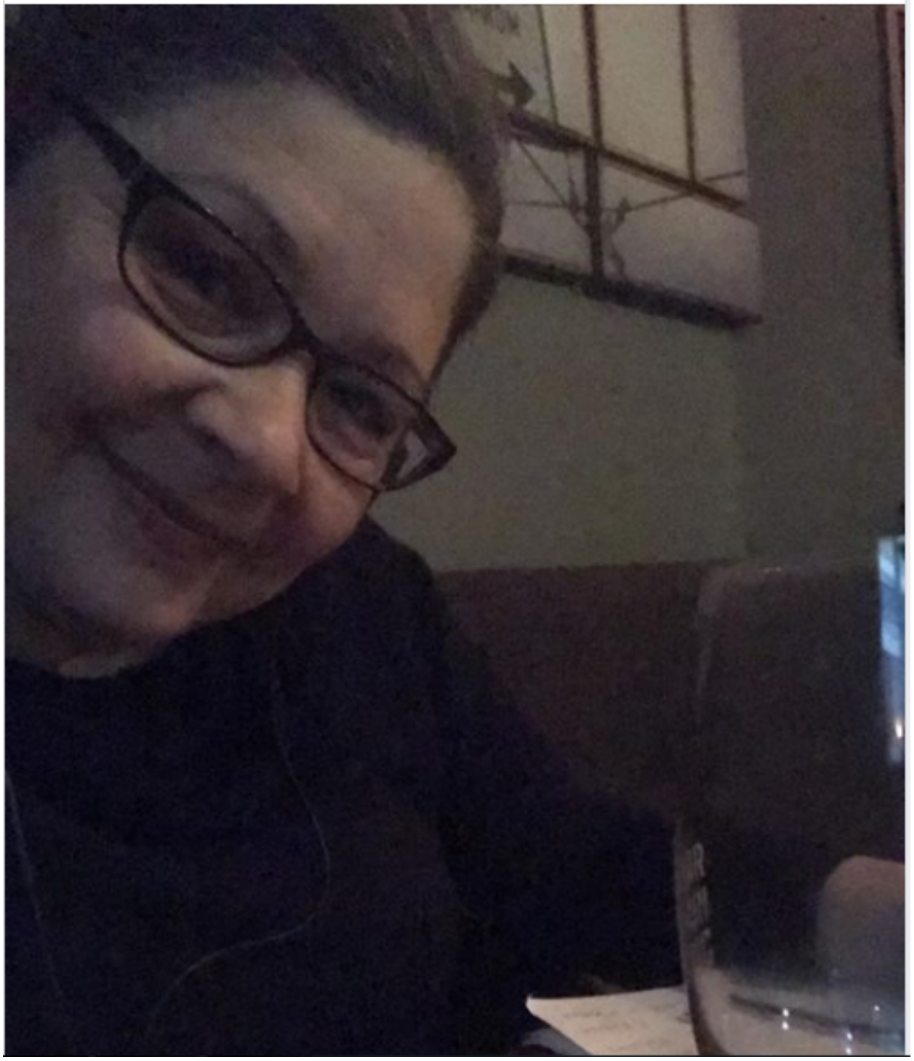
I was scared to spend any more money on getting my passive income and online business paying $$$. I still have fears. But I'll tell you something. I've received value and support WELL BEYOND anything I've paid these guys!

The free trainings are awesome, the coaching I've bought is changing my life. My group membership has doubled in the last three days after the last AT-STO I put out. I'm no longer scared to film. And here's the thing. MY FUNNEL IS UP AND RUNNING!!!!

I paid other trainers $16,000 plus and got nothing off the ground. What they offered was inspiring but that's not enough. They didn't walk with me, offer me the patience I needed and idiot proof the whole thing for me. Scott and Phillip did.

I'll be training with these guys for years and if you still have the one-to-many service delivery model in your sights, you will too. I know you're scared. I know you're skeptical. Do it anyway.

Thank you Scott and Phillip. You're a hell of a team.



You can use Facebook to do almost anything these days. You can use FB videos to attract leads into your groups, you can use FB videos to Build Trust with your Group and you can use FB videos to sell online courses, seminars, 1 on 1 programs or really anything to your followers.

There are basically only 5 steps to getting paid $100,000 per year through FB videos, and I'll walk you through them all step by step. Just relax and let me unpack the strategy.

1. Get people into your FB group, using FB videos.
2. Use our Headline Generator to create the text that appears above your video to get your viewers attention.
3. Create a Call to Action under your headline.
4. Use our A.T.-S.T.O. Facebook live video script generator to script what you will say and then go live. And then...
5. Use Facebook lives to attract group members, build trust and to make offers.

We're going to break down the systems that we use to achieve these 5 steps to earning $100,000 in one year, and then show you how to plan your budget and KPIs.

It's not impossible, but it does take grit, pushing through comfort zones, consistency, some help from us, your coaches and some technical know-how.

If you follow these rules, then just like us and our senior students, you'll never need to worry about money ever again. But it's now or never. It's not going to get easier some day.

Your Obstacles

If you've never earned $100,000 in one calendar or financial year before.... This should not be an obstacle. It's just that people don't back themselves enough with self belief.

If you've never done a Facebook Live video before... It's just a matter of a few buttons that we'll show you here in this eBook, plus having a go and not being afraid to fail.

If you're afraid of failing... Well just get failure out of the way. That's the whole point of failure, it's not permanent. Plus failure is a step on the way to success.

If you're not a great public speaker... Just speak more. There is no other magic technique. All we can teach you in this eBook is what to say plus some tricks to become more clearly understood and inspiring to your audience. But you still need to have a go.

If you live in a low internet connectivity zone... Just hop in the car and drive to a better spot. Either that, or just use your Wifi at home. You can do this.

Confidence

Why are you confident or not confident?

How does this effect your consistency of doing videos, how you react when you encounter a troll or run into confusion or a technical issue?

When we talk about large numbers, coaches of ours that do 1 to 10 million dollars per year, or our results at $250,000 or targets of 1 million dollars per year, it's easy to brush away that conversation or feel that those numbers are way too high.

I want you to think about how two dogs behave when they fight. One dog ends up as the alpha and the other dog ends up as the beta. Those dogs memorise their position and act accordingly in all other social interactions.

The same is true of humans. Your brain has memorised and is keeping constant track of how important you feel. Are you an Alpha or a Beta? When a troll attacks you online or you launch a video that doesn't get likes, money or new leads, then your brain has been programmed to tell you to stop. If you fail, your brain tells you to start behaving like a beta. And too many of you are behaving like a beta but want to earn Alpha money.

Learn to really accept yourself. Give yourself permission to run a new program. Failing often is the new Alpha.

The Money

We have recently run several paid offers.

- Hypnotherapy for $395 to quit smoking
- $750 for 2 weeks of marketing support in a Facebook Group
- $3,500 for an online course and coaching to create online courses
- eBooks for $14, $16 and $60
- Half day filming a marketing sequence for $700
- $5,000 coaching programs
- $900 Anxiety Hypnotherapy Programs

If you add it up,

$2,000 per week in hypnotherapy plus

$3,000 per week from coaching, eBooks, deposits and recurring payments.

That's $250,000 per year. We aim to do $1,000,000 in the next year by using Facebook videos, creating more online courses and increasing our followers.

But you have to believe that consistent failure makes you an Alpha. Not giving it a go or giving up at the first mention of big numbers, technology issues, confidence issues or trolls will turn you into a Beta.

You must **Decide** that you are an **Alpha**. Tell your brain that you deserve this.

Listen to Feedback

Even Alphas must have empathy for their fellow human being and listen to the feedback and opinions of others.

I have seen people who cannot sell because their own ego gets in the way. They believe that being an Alpha means to defend their ego instead of listening to where they could do better. If you want to earn $100,000 or $1,000,000 and join the 2 comma club, then you're going to not only decide to be an Alpha, but you're going to have to decide that being an Alpha means listening to what people have to say about you without taking it personally.

Stop Defending Yourself from Feedback. It's not an attack.

Don't apologise, just listen.

I have seen people do video after video, sales call after sales call and email after email and make no money because of their egos. I have also coached people into $100,000 so many times that it's hard to keep count.

You are an amazing human being.

Decide that Feedback Can't Kill you.

Maybe you need to listen more, speak more clearly, speak more slowly, explain your points better with examples that people can relate to. But don't fight feedback.

What to say on Camera

We use an Acronym called A.T.-S.T.O. to create our Facebook live video content.

It stands for;

Attention – How to make people watch you

Topic – What you help people to achieve

Story – Real life examples that relate to your topic, the pain that people experienced because of their problem and how they overcame that problem.

Teach – Your pillars or steps on how to fix this problem for your viewer.

Offer – Asking your viewer to type, “I’m in” in exchange for a link to your Facebook Group, eBook, Video Training or Paid Offer

We’ll go into depth and examples of how to use the A.T.-S.T.O.

I’ll share an A.T.-S.T.O. video that got 21,000 views

I’ll share an A.T.-S.T.O. video that got $1,100 in $37 sales selling a FB group training straight from my news feed

I’ll share an A.T.-S.T.O. video that got hundreds of email addresses.

How to Guarantee that this works for you

Emotions are a hard thing to deal with. That's why most people don't bother. They avoid their emotions.

I was addicted to Alcohol, Spending Money, Workaholicism and avoiding my feelings. When I was scared about what people thought about me, I stopped doing videos and workshops.

Try these 4 techniques to keep your emotions in check.

1. Show your goals, videos and plans to somebody at least twice per week. Talk about it and celebrate your wins.
2. Journal your thoughts twice per week. Getting to know yourself is a massive key to knowing your business and work life balance.
3. Maintain your relationships. Spend time with family and friends. Stay in touch with their goals and what's going on with their lives.
4. Look after your health and money. Put yourself first and make sure that you're giving from your overflow and not from the bottom of the cup.

This list comes from experience.
In the past year, I've had to deal with a marriage break up where I lost my life savings and didn't get any answers or closure. Yet I'm actually wealthier, healthier and happier than ever.

Taking care of my Goals, Down Time, Relationships and Personal Hobbies really helped me. We call it the A.B.C.D. which stands for Achievement, Breathing Space, Connection and Discovery. Take care of those 4 life elements and life will take care of you.

I'm in

You need to give people a Call to Action when you do a video. A Call to Action is basically where you tell the viewer what to do next. So what do you want them to do next? That depends on Why you're making this video. Then Why are you making the video?
Most people are just doing Facebook videos because a coach told them that it was a good idea. But what action do you want your viewer to take after they watch your video?

We break it into 3 categories.

1. Videos that ask your viewer to join a Facebook Group.
2. Videos that are giving away a free eBook or Free Video.
3. Videos that are selling your program / course or seminar.

For a video that invites people to join your FB group, you'd say, "Type 'I'm in' to join our Free Training Series"

For a video that invites people to watch a free video training or to download a free eBook, you'd say, "Type 'I'm in' to Watch our Training video for free." Or "Type 'I'm in' to download our eBook called '(name of eBook)' for free"

The 'I'm in' strategy creates an almost automatic Pavlovian response from our viewers. The letter 'I' has been so heavily marketing by Apple, that it's almost the most important letter that we have in marketing today.

Never do a video without a Call to Action in the text that says, "Type 'I'm in'" that leads them to a Facebook Group, a free Training Video, an eBook or a Paid Sales Offer.

If you want to see how we create our video training videos, scripts and funnels, then grab our other eBook called, 'How to Get Your 6 Figure Funnel Finished in 2 Weeks'

The Headline

What you type above your call to action is just as important. Your headline tells your viewer what your video is about.

The most simple example of a headline is to write ‘How to’, followed by a Problem and a Promise. For example;

- How to Quit Smoking in Under an Hour
- How to Get your Ex back in 30 days
- How to Cure Anxiety Symptoms in 15 Minutes.
- How to find your Ideal Weight in 60 Days
- How to Relieve Depression when you need to find work
- How to Cure Marijuana Addiction even if you’ve been addicted for years.
- How to Get to Sleep Fast, even if you have chronic insomnia.
- How to Speak with Confidence, even after an Embarrassing Traumatising Event.
- How to Build a 6 Figure Business, even if you’ve never run a business before.
- How to Relax in the afternoon without Alcohol

The point of the headline is to attract their attention and to let them know if your video is worth watching. Simply doing a headline that says, ‘Gratitude Post’, ‘Happy Wednesday’ or ‘What I learned in Hawaii’ doesn’t actually have any topic.
In fact, we call that ‘Going Topicless on Facebook’

Just stick to the formula of

- How to
- Get (Promise)
- If you have this (Problem)

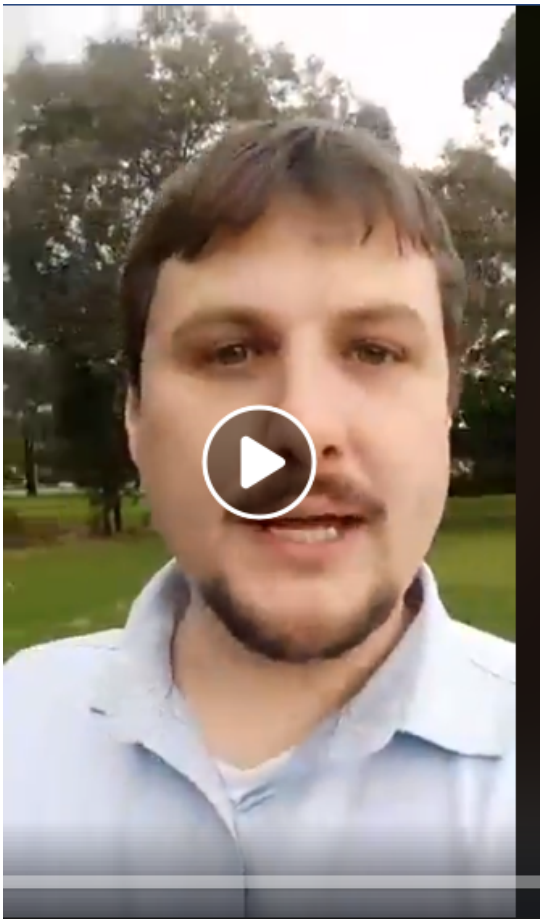
Do that and see what happens. I bet you’ll be surprised.

My Facebook Live that Grew My Group

(Addiction Hypnotherapists)

How to bring Risky clients back from the edge of catastrophic relapse

Type "I'm in" to join our free addiction training group



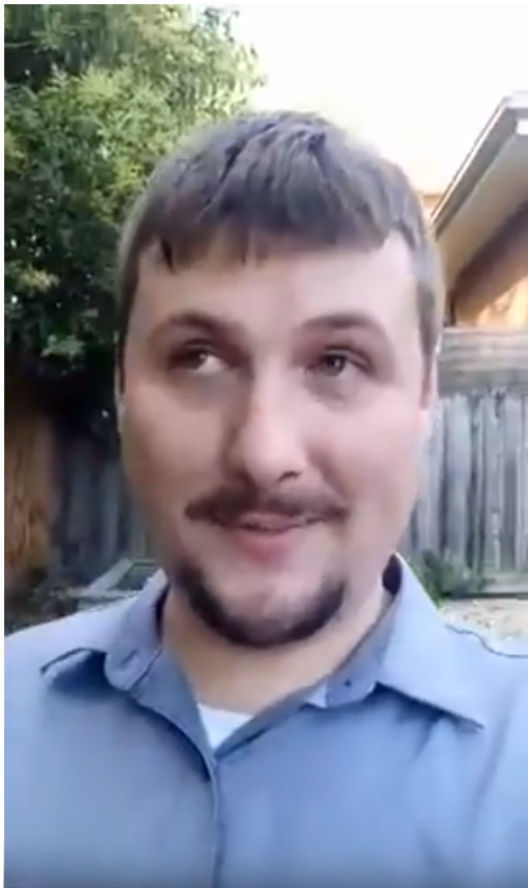
Click on the Video to watch the video. Our FB group is self populating and now at close to 800 students.

My Facebook Live that got 21,000 views

What are the 4 Emotional Triggers to Cure Addiction to Drugs

Accomplishment
Breathing Space
Connection
Discovery

Type "I'm in" to download our new eBook, "The 4 Emotional Triggers to Cure Addiction"



Click on the Video to watch the video. Our Views go up rapidly when we include a Framework.

My Facebook Live that made over $1,100 in $37 sales in 2 days

How to cure Chronic Pain with Hypnotherapy.

There are 5 rules to pain.
1. Pain exists in the brain
2. Pain attracts urgency
3. Pain attracts habits
4. Pain is a massage
5. Pain is curable

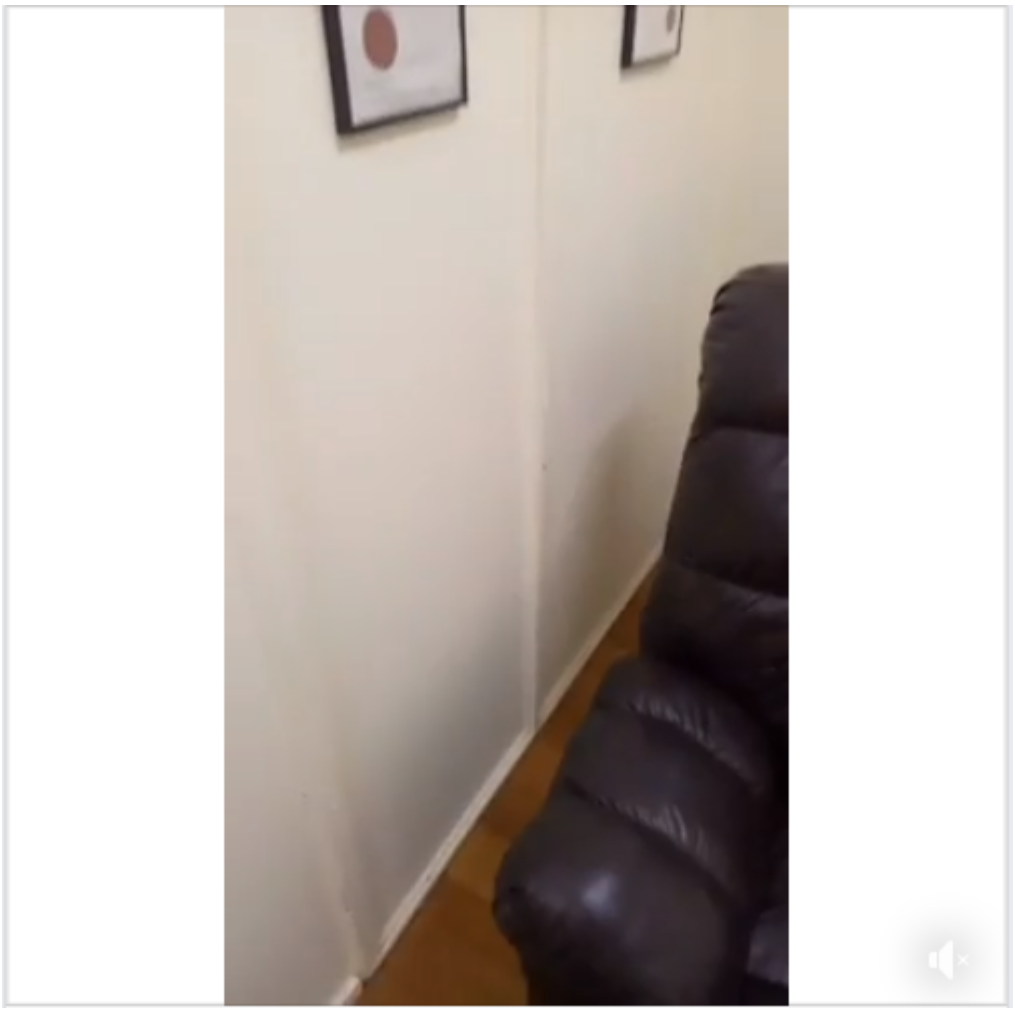
Type "I'm in" to purchase our e-book and video training 'How to cure pain with Hypnotic Suggestion" for just $250 or early bird $37



Click on the Video to watch the video. It’s not as hard as people think to create a Sales Offer Video.

My Facebook Live that got Hundreds of Email Addresses from 23 Seconds of Footage

How to cure addiction to smoking, sugar and alcohol
Type "I'm in" to get the whole course for free



Click on the Video to watch the video. The camera started off facing the wrong way and we still got massive traction.

A.T.-S.T.O. Breakdown – Attention

When you do a Facebook Live video, you want to put your face right up to where the camera can see you and hear you. Some people are still standing meters back. The idea is that you're doing an 'in the moment' selfie video.

Things to consider

- Does your 2nd video look too similar to your 1st video? If so, then people may think that they've already seen it.
- Are you loud enough?
- Is your text headline clear and on topic?
- Is your face close enough to the camera?
- Does your headline get to the topic in the first 4 words, or do they have to read too many words before they know what your video is about?
- Are you being energetic?
- Are you thanking them for watching and showing gratitude?
- Are you sharing your video into other groups to increase your views?
- When you share your videos, are you sharing the text as well, or just hoping that they'll read the greyed out smaller version of the text?
- Have you started with at least 30 days of FB lives in a row to jump start your market awareness?
- Do you have enough open space behind you or are you pinned against a white wall with a shadow of your shoulder on it?
- Is the sun or light on your face?
- Is there too much sun on your face? Do you need to stand in the shade?

Attention is the most important part of your marketing. It's the one critical element that will make or break your success. If people don't know that you exist, then it's game over.

A.T.-S.T.O. Breakdown – Topic

I'm (who) and I help (who) to (achieve what) by (what method) without (what method)

Who	Achieve What	Stage
1	1	1
2	2	2
3	3	3

Always start your Facebook live videos the same way. Introduce who you are, who you help, what you help them to achieve, what method that you use and what they get to avoid by using you for help.

When people put out a video and talk about some random story or random topic for minutes before they tell their audience what they actually do, they end up wasting so much opportunity to get their viewers engaged in the content.

People want to know what you can help them with.

You might help people with;

- Smoking
- Insomnia
- Anxiety
- Depression
- Relationships etc....

Let them know.

Next, break down your topic into 9 dot points.

Who do you help?
Give at least three options about who you help.

For example;

1. I help people who are addicted to cigarettes.
2. Sugar addicts and
3. People who use substances to feel better.

Then talk about what you help them to achieve.

For example;

1. You might want to improve your health
2. Find techniques to relax better when stressed
3. Or become a better role model for your kids

Then talk about what stage they're at.

For example;

1. You might be a mild addict who slips up on weekends
2. A heavy addict who really needs to quit or
3. Or maybe the doctor has told you that it's time to change.

This gives your video topic more dimensions or chances to relate to your viewer.

If you only gave 1 option, then it's harder to be right. But with 3 X 3 X 3, you have 27 chances to hit the nail on the head.

A.T.-S.T.O. Breakdown – Story

> S.T.O.R.Y.
> Success
> Time, Territory, Title Character
> Obstacle
> Realisation
> You Need...(therefore you need)

This part is actually fairly simple. You just need to engage the viewer in some material that sounds like a regular ‘slice of life’ conversation. We use the S.T.O.R.Y. acronym to encourage viewers to feel a part of the scene

S – stands for **Success** – this is where you Brag about something that you’ve been able to achieve.
T – stands for **Time**, **Territory** and **Title Character**. You just want to name a time, a place and a person to start your story off. For example, you might say, “the other day at my office, I saw a client”
O – stands for **Obstacle**. Just talk about what your client, friend, or whoever you were talking about was struggling to achieve. This could even be a story about yourself.
R – stands for **Realisation**. What did your title character need to learn before they got the result that they wanted?
Y – stands for **You Need**. This is where you tell your viewer that the realisation also applies to them if they’re going through the same struggle.

A.T.-S.T.O. Breakdown – Teach



Teaching is easy, but you have to get their attention first. Before you start giving them steps or pillars to follow, you need to explain 2 bad strategies that they've already heard and talk about why those 2 bad strategies are only half truths or complete myths.

A straw man argument is just an argument that you build up, only to tear it back down again. When you bring in 2 straw man arguments, you can talk about a spectrum that they're stuck between.

For example;

Myth 1: "*Stop worrying about your body and just love yourself as you are."* This problem with this myth is that that letting your health go is not actually loving yourself. Don't bully or beat yourself up, but don't always accept your current circumstances

Myth 2: *“Always make health your number 1 priority.”* The problem with this myth is that you actually have other priorities that are also number one. You may have family, a business or other obligations. Sometimes you don’t have the time to sleep 9 hours, eat kale and spend 7 days at the gym.

Then you can talk about the Myth Spectrum. They’re stuck between neglecting their body or becoming a gym addict who sacrifices everything else in their life. Then they’re busy trying to find a balance between the two myths, only to find out that they’re opposing strategies.

At this point, once you’ve given away 2 myths, talked about it as a spectrum where they can not win, you need to tell your viewer that they’re actually focusing on the wrong area entirely.

It’s time to give them your 3 to 5 pillars of success. Because you didn’t jump straight into your pillars and you talked about the 2 myths first, now your viewer is willing to listen to anything that you have to say. You did the work to prove that you understand their point of view and their frustrations.

Just come up with a list of 3 to 5 steps that will really improve your viewers life, unpack it, teach it well and really put the energy into making sure that your viewer understands what you teach.

Refer back to your S.T.O.R.Y. to give your pillars more real life depth. People love stories and they love to learn.

If you do a great job teaching here with Steps and Stories, then you’re building more trust than you could ever build with a simple once off Facebook ad.

A.T.-S.T.O. Breakdown – Offer

1. Name of Product
2. Core inclusions
3. Bonus inclusions
4. Result?
5. Price or Free?
6. Type "I'm in"

Always end your videos with an offer.
Do you remember that we talked about multiple types of offers? You can offer a free membership to a Facebook group, a free eBook or Video Training or even a Paid Offer.

You just need to say these 6 things.

1. We invite you to join/watch/download our (the name of what you're giving them)
2. Whatever you're giving them, such as a Facebook group with training, a landing page with training or a paid offer called.
3. The type of results that people usually get from you. (Almost everybody quits smoking by the first session)
4. The price or free
5. The call to action. Tell them to type "I'm in" to get it

This has worked reliably over and over for a long time now. I encourage you to use it.

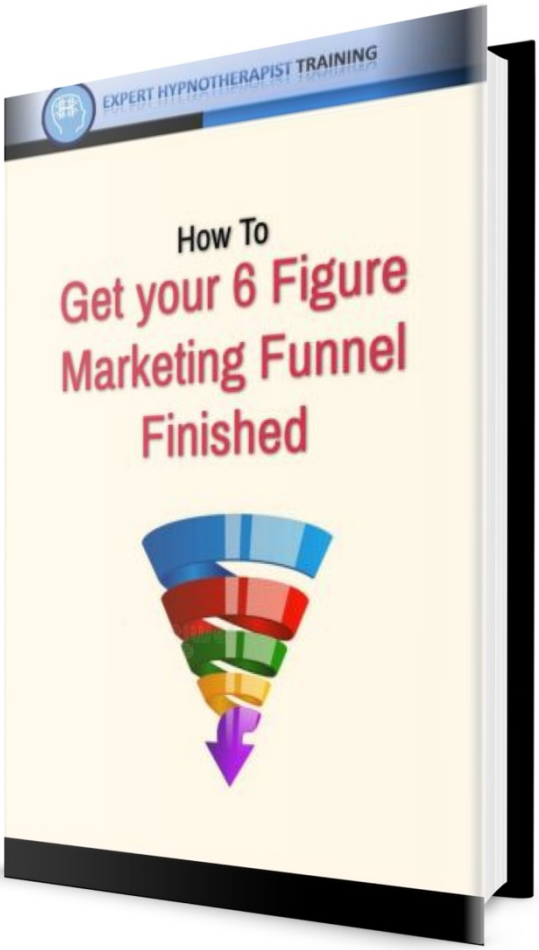
Click Here on this link to create your own A.T.-S.T.O. script.

Ok, so that's a lot of information, and you're doing great. We'll get to the technology soon. If you need help knowing what to click, yes it's coming in this eBook.

But for now, I want you to pause and think about what we've just covered.

We just went through evidence, the exact steps and the mind set to make this work for you.

If you need to know what landing pages to make, how we understand our market or want to see how our students are going with our challenges, then Click Here to buy our other eBook called, 'Get Your 6 Figure Funnel Finished in 2 Weeks'



Business Strategy

Before we move on to the technology, let me cover off my top ten business strategy rules to really make your Facebook Live videos create $100,000 per year for you.

1. **Don't look for new leads**. Instead, come up with frameworks that you can teach that solve a problem. That video that did 21,000 views was so successful because we addressed a real problem that hypnotherapists have with their clients, and a real problem that addict have, we taught a framework that explained what we do visually and then we got over 70 people sharing our post for free. People are always on the hunt for something brilliant. Let them come to you

2. **Give yourself enough time to succeed.** Yes you need to start taking action today, well now would be even better for forming a positive habit, but desperation actually pushes success away. Never chase money, people or health. Chasing doesn't work. Instead, use strategy that you can maintain for the long term. If you still want to be here in 10 years, then you need a strategy to be here in 10 years. Don't burn yourself out. Give your sales cycles at least 2 weeks for cheap sales and 45 days for high ticket items.

3. **Make engagement your number 1 priority.** Instead of chasing numbers, talk to the people. Find out what your audience want, ask them to talk to you and create something that is so proven to spark up a conversation, that it can go viral for you. That way, when you do put money on your advertisement, you're putting it on ads that already work for free. Giving and selling people something that they really want works a lot better than just trying to get in front of heaps of people. Do what ever you can to get the people interacting. That "I'm in" strategy and

rewarding people for giving you feedback will really grow your business.

4. **Have something to sell and make an offer.** Stop worrying about what the economy is doing. In fact, the economy is so complex, that it's actually not even worth paying attention to it unless it's your passion or your job to pay attention to it. If ever a business owner says that it's quiet or dead, then they are being too black and white with their thinking. There are so many types of assets in your business, and money is only one of those types. Sales are a great metric to look at your present day success, however it's a terrible metric for knowing your long term success. If you have a large email list, a large following on Facebook, a great team of eager employees, massive interaction in your group, new leads coming in daily, then all of those things are fantastic metrics of your long term success. Just have something to sell and trust that people will buy it if you focus on your long term metrics.

5. **Pull the weed early.** If you have a troll commenting on your posts, don't engage. Just delete their comment and move on. If you have an employee who isn't stepping up to their role, just get rid of them today and start looking for another one. What ever the seeds are that you plant will become your future tomorrow. Don't put up with or engage in the immature mind sets of other people. Sometimes people swear or troll our Facebook ads. If you leave those comments there, they will grow, others will copy and it will get out of control. Don't take it personally, just pull the weeds and move on.

6. **Do your market research.** This doesn't have to be complicated. In our other courses and eBooks on marketing, we talk about our DDFF technique. This stands for Dreams, Desires, Fears and Frustrations. If you don't know who your market is, then find someone that you

want to help and take them to lunch. Even get them to fill out the A.T.-S.T.O. script generator for you. There is no asset in your business like an accurate map of what is on the mind of your market. It helps you to create headlines, products and Facebook lives that go viral.

7. **Don't take anything personally and move on fast.** If someone leaves you, such as an employee, a client, a promotional partner, etc... Just learn what you can from it. My wife cheated on me, stole our life savings that we were going to use to build a house, moved out while I was on a camping trip, changed her phone number, went out with the guy who she cheated with straight away, hasn't seen me since and lied to everybody about why she left. It was honestly the biggest betrayal of my life. Since then I made back the money that I lost, I managed to lose 15 kilos, I became closer with my friends and family and have never been happier. Holding on to negative feelings or negative people won't serve you. Give your self time to feel your feelings and to grieve any losses, but never go backwards. I promise you that everything happens for a reason and that there is a bigger picture coming.

8. **Save 50% of what you earn.** I was an alcoholic and addicted to spending money. Obviously that's no bodies first choice, but the point of life isn't to have nothing left when you're done. You'll be happier and feel safer if you have a nest egg, a house paid off, have something left over for emergencies or the children, etc... It's not hard to make $250,000 per year and to spend $300,000 per year. Trust me, save what you can. Get your positive emotion fix by looking after yourself properly. Write and share goals, take time off, connect with genuinely nice people who really love and care about you and reward yourself frequently in ways that don't hurt your health, relationships or budget.

9. **Get out there more.** This can be scary for busy people, but life isn't all about work. It's about family, travel, learning, sharing new experiences and making a positive difference to yourself and your immediate circle of family and friends. Don't save the whole world before you've taken care of yourself. And one of the best ways to take care of yourself is to constantly give yourself a broader view of the world. Meet you people, travel to new places and surround yourself with people who believe different things.

10. **Don't be a beta**. "If you aim high in life or low in life, the effort is the same" – Napoleon Hill. You were born to live a full life, but the fight, flight and freeze mechanism in the brain hasn't been upgraded for a long time. Don't be so afraid to try new things. People often regret what they Don't do more than what they Do.

A few times per year, we run a 2 week challenge where you build your own 6 figure funnel, get the leads, build the pre-trust series and then create the sales offer, paypal buttons and start getting paid as an expert Hypnotherapist, NLP Master, Coach, etc..
Click on this link to join. We only run this a limited number of times per year and only work with 5 people at a time.

Build Your Funnel in 2 Weeks



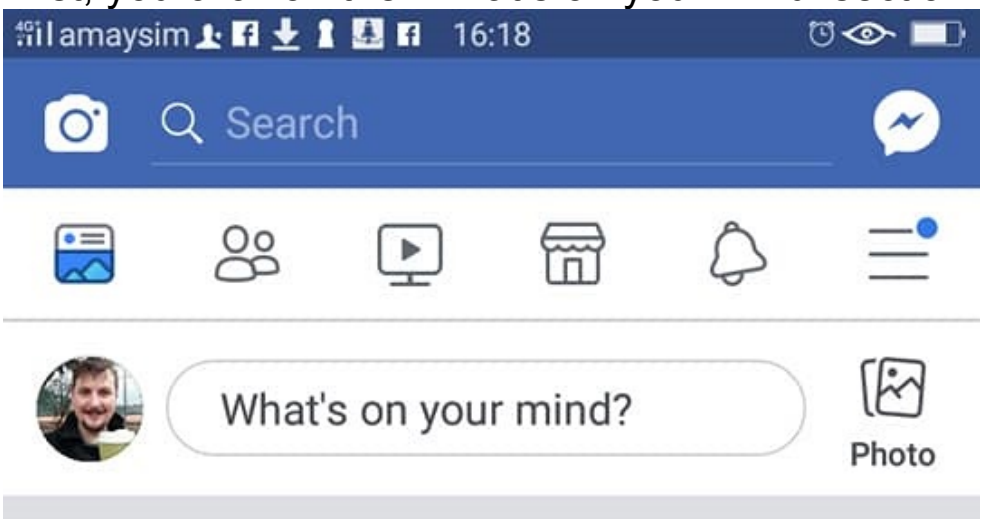
The Technology

You can do a Facebook live straight from your phone. All you need is the Facebook app and you can get started.

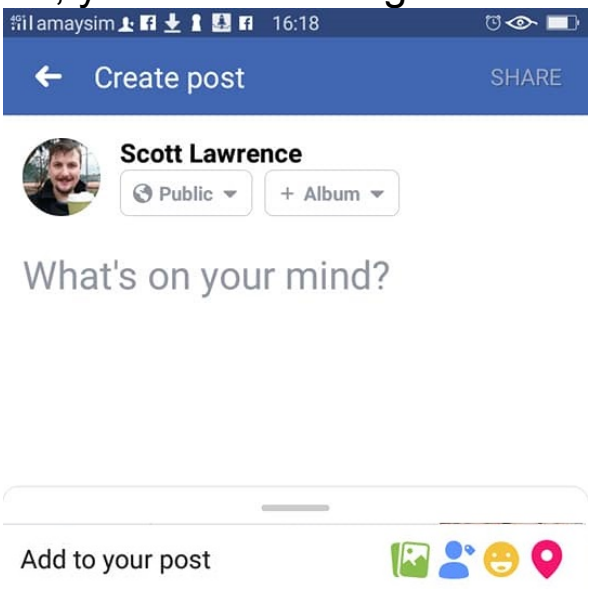
It may vary depending on what brand of device that you use, however, It's as simple as clicking on the part of Facebook that you'd click if you were about to write a post, then looking for the Facebook live button.

This is what it looks like on my phone

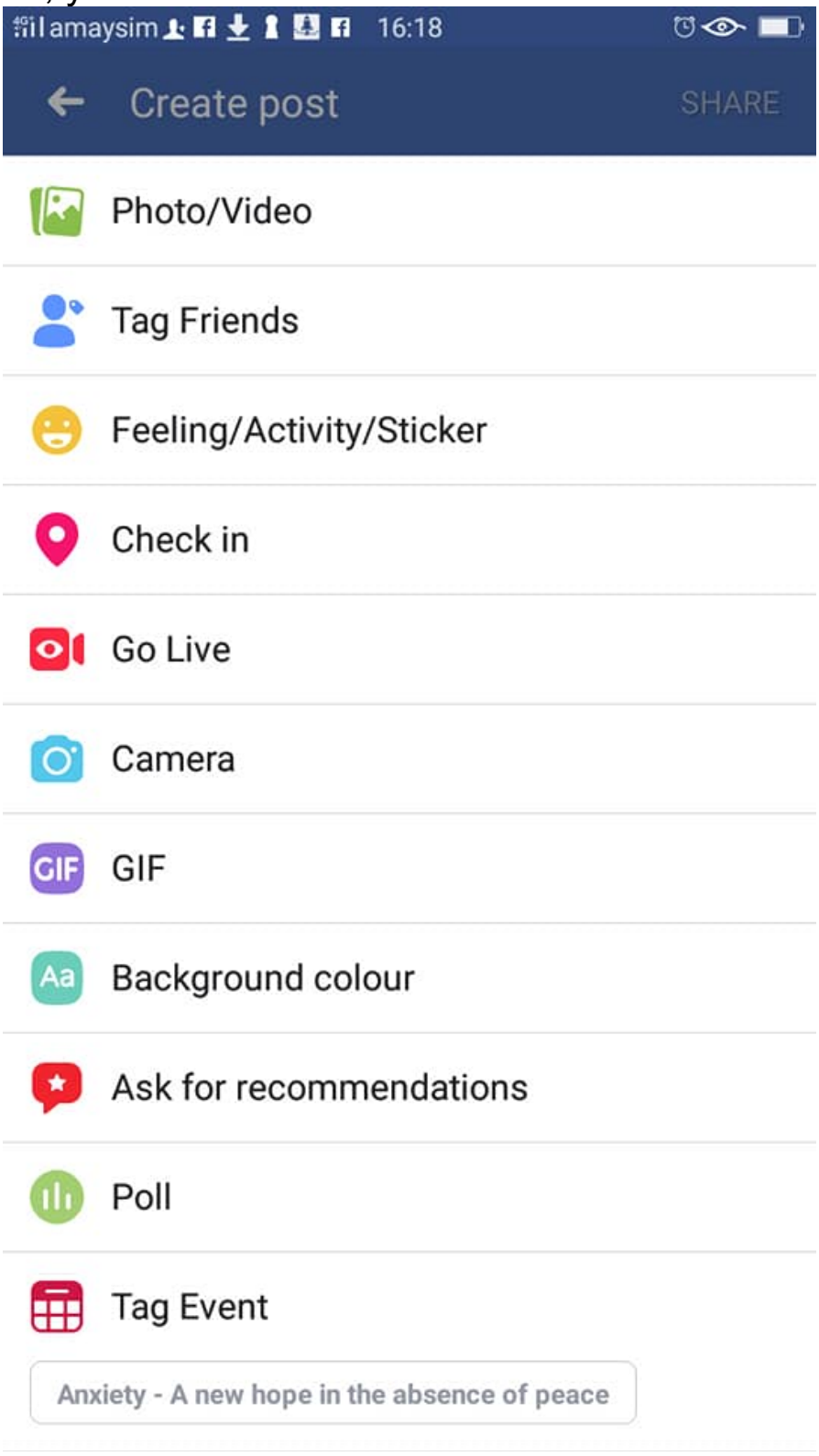
First, you click on the 'What's on your mind' section



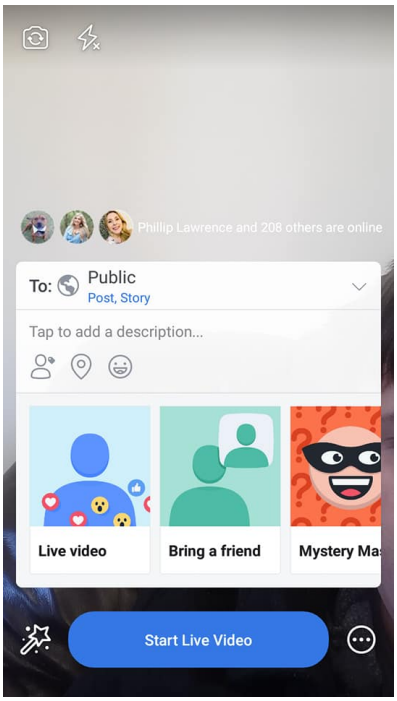
2nd, you click on the green icon down the bottom right



3rd, you click on the ‘Go Live’ button



Then 4th, you type your text, then press on ‘Start Live Video’ and that’s it.



Thank you again so much for buying this eBook from us, and make sure to join more of our training. It’s worth it.

Have a go today doing a Facebook live. If you’ve never done one, then yes, it’ll be a bit weird at first, but be an Alpha, not a Beta. You’re not serving anyone by choosing to be a Beta.

You were meant for so much more. Get out there into the good, the bad and really find out as much about yourself as you can.

Thank you again, I’ll see you in the next eBook, course or maybe meet you out there in the world

Regards
Scott Lawrence